

**PUBLIC:** 2 000 € Excl. VAT\*

**PRIVATE:** from 10 400 € Excl. VAT\*

\* Applicable rates from 1/1/24 to 12/31/24

2 DAYS (14h)

# AI PRODUCT MANAGER

## PRODUCT LEVEL 2 (2 YEARS TO 3 YEARS)

Learn how to imagine, build, and improve AI-based products to bring value to your users.

### Target audience and prerequisites

- ✓ **Product Managers** wishing to familiarize themselves with the challenges of integrating AI into their products.

All participants must master Discovery and Delivery.

For Product Lovers with **2 to 3 years of experience**.

### Training objective



Learn how to imagine, build, and improve AI-based products to bring value to your users.



- ✓ **MASTER THE PRINCIPLES OF DATA MANAGEMENT** to create a solid foundation for your model: data collection, cleaning, storage, governance, and annotation
- ✓ **CONDUCT AI DISCOVERY** by identifying and defining the most promising use cases, then designing impactful AI features
- ✓ **DEPLOY AI MODELS** from prototype (MVP) to large-scale industrialization
- ✓ **DEFINE AND TRACK THE RIGHT METRICS** to balance AI model performance with business objectives and user expectations
- ✓ **COLLABORATE** with data engineers, data scientists, and data analysts through a common language

# AI Product Manager

## Training program



### Training program

2 DAYS (14h)

#### MODULE 1 Understand the environment of an AI Product Manager

- The fundamentals of AI: technology (machine learning, deep learning, NLP, Generative AI, LLM...) and use cases
- What are the differences between a PM and an AI PM?
- Data Engineer, Data Scientist, Data Analyst: collaborating with a Data team

FUNDAMENTALS

COLLABORATING WITH A DATA TEAM

#### MODULE 2 Identify the value AI can bring to your product

- Imagine and prioritize use cases: how can AI transform your product?
- AI as a means, not an end: which solution to address your opportunities (AI or not? Make or Buy?)
- Introduction to Data Management: data availability and quality (collection, cleaning, storage, governance, and annotation)

USE CASE

OPPORTUNITY

DATA MANAGEMENT

#### MODULE 3 De-risking an AI feature or product

- Design an AI feature or product: a key success factor
- The challenges of experimenting with an AI feature
- Defining objectives: balancing model performance with business/user impact
- Responsible AI: ethical and regulatory issues, collaboration between product, data science, engineering, and design teams

DESIGN

EXPERIMENTATION

OBJECTIVES

#### MODULE 4 Deliver the feature and measure its impact

- What framework is needed to conduct the delivery of AI products?
- Prepare and deploy the AI model: from MVP to user adoption
- How to account for the continuous evolution of AI capabilities?

DELIVERY

MVP

EVOLUTION

# Thiga Academy

Our support



## Teaching method

**Practical work accounts for around 40%** of the course. To that we add **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

## Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

# Thiga Academy

Our trainers and alumni



## Our trainers



Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

## What our Alumni say



“A training course given by someone who knows what he's talking about, who's really experienced in the field, in methodology. It's good to get reminded of essential concepts (northern star, metrics, perpetual questioning...)”

**Vincent** — Freelance Product Manager



“A very warm welcome from the members of Thiga, especially our trainer. Her feedback was very enriching, and she was able to adapt certain elements to her audience (including me).”

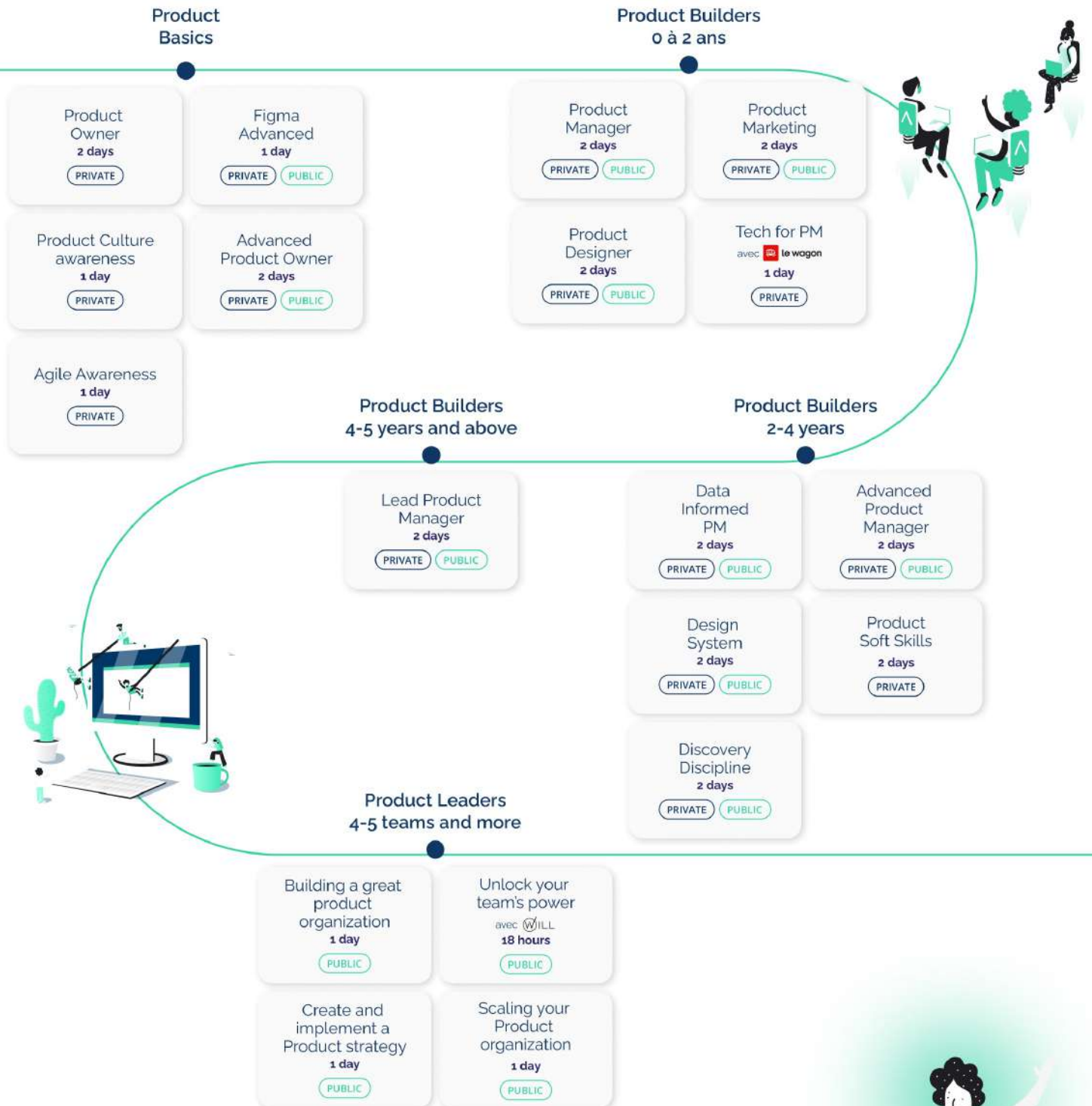
**Océane** — Product Designer at RCA

## Our Partners & Clients



# Thiga Academy

Our training path



# Thiga Academy

About Thiga



## Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

## The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.



## Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories. In short, original content to get you through the doors of the best tech companies.

## Contact



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